



### Peculiar Interest is Attached to the Annual Formal Opening.

Our customers are the audience and the curtain is ready to ascend. An eager audience anticipating a Fashion treat. Behind the scene is the consciousness of perfect preparedness. The best conceptions and desirable accessories from style centers are ready for exhibit. And just as a variety of characters are necessary to a cast, in like manner the new merchandise is comprehensive, embracing in the range of prices the inexpensive the medium and the exclusive.

### From Spring to Spring our Formal Openings grow in importance

And in popular interest, too, because the foremost position in style matters which Keith-O'Brien Company assumed in the very beginning has steadfastly been maintained—a position strengthened through nine long years by a generous conduct of business, wisdom to cater to the masses without favoritism, and a determined adherence to truth in all things. Confidence inspired and never abused has drawn to the store a valuable clientele which reaches every home.

## Spring Opening Monday

The occasion will reveal to interested women the Season's most refined Millinery and correct Apparel, which will give a most convincing impression of newness of style. All the new and desirable accessories will be featured.

## Keith-O'Brien's Fine Spring Opening